



LONDON ANALYST  
SUMMIT 2014

# SOC Development at Intel

## 19 May 2014

**Josh Walden**

VP and GM of Platform Engineering Group



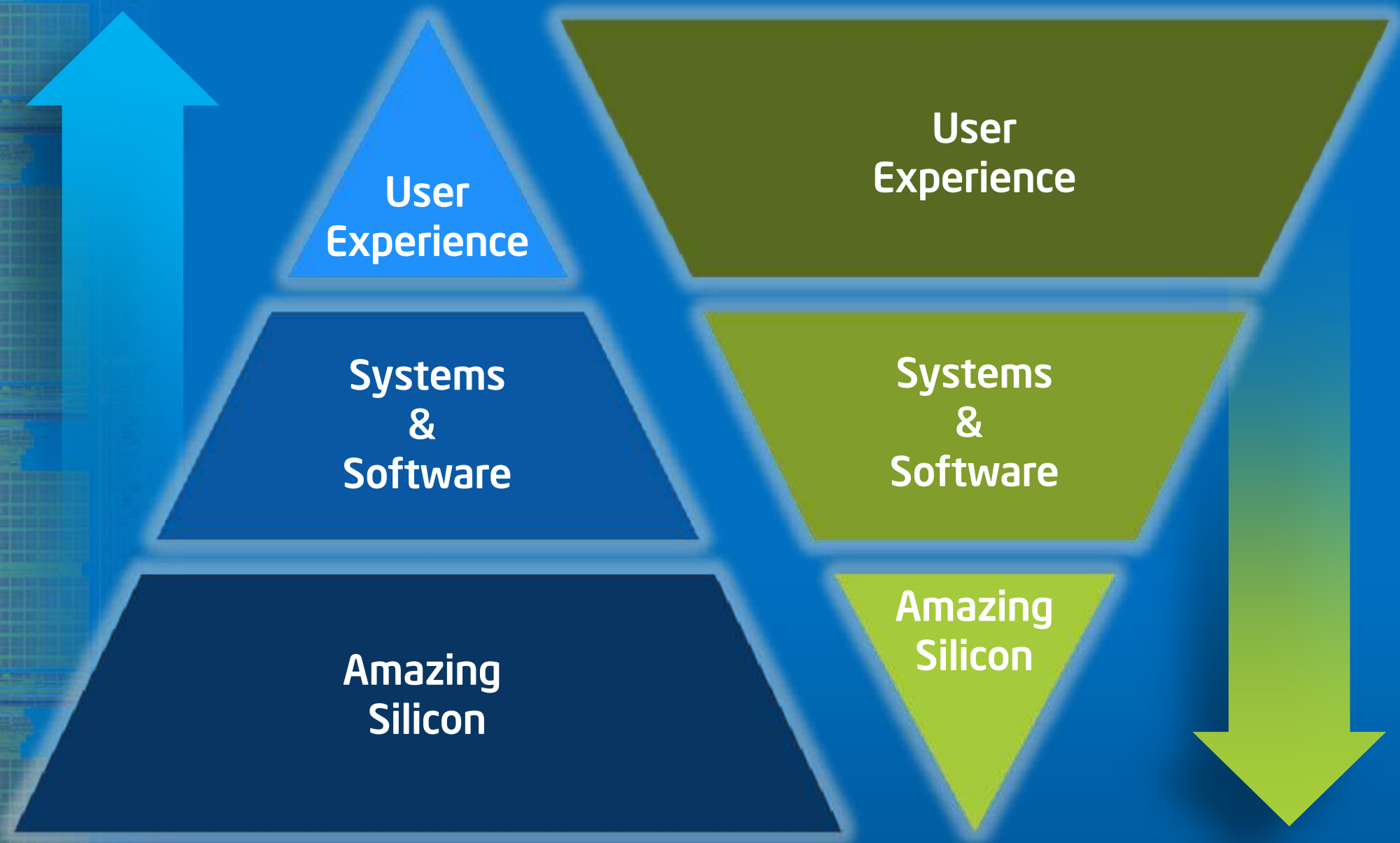
# Risk Factors

- Today's presentations contain forward-looking statements. All statements made that are not historical facts are subject to a number of risks and uncertainties, and actual results may differ materially. Please refer to our most recent earnings release, Form 10-Q and 10-K filing available for more information on the risk factors that could cause actual results to differ.
- If we use any non-GAAP financial measures during the presentations, you will find on our website, [intc.com](http://intc.com), the required reconciliation to the most directly comparable GAAP financial measure.



# How We've Changed

## Outside-In SYSTEM DESIGN



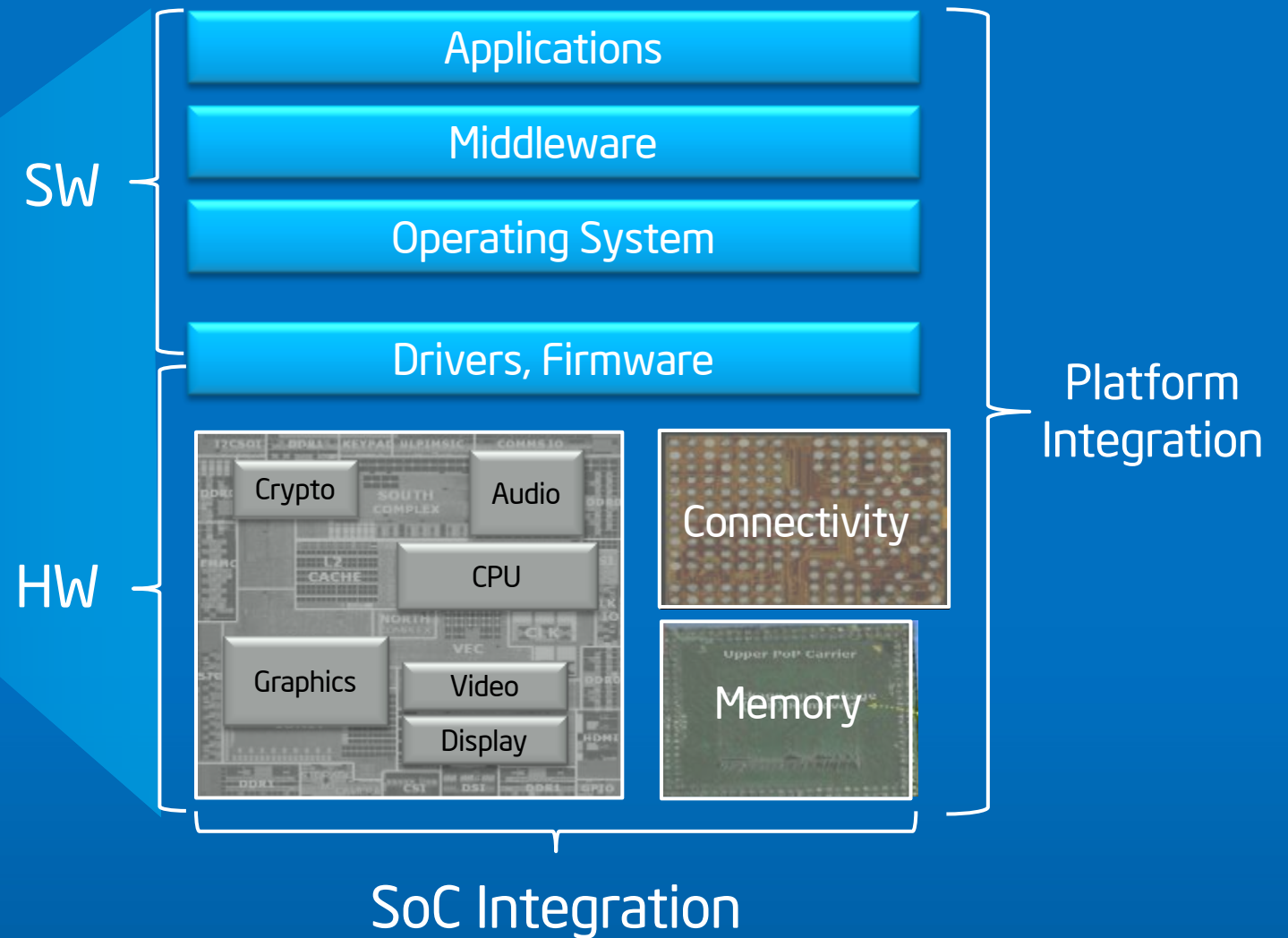
# System Development Methodology



User Experience/  
System

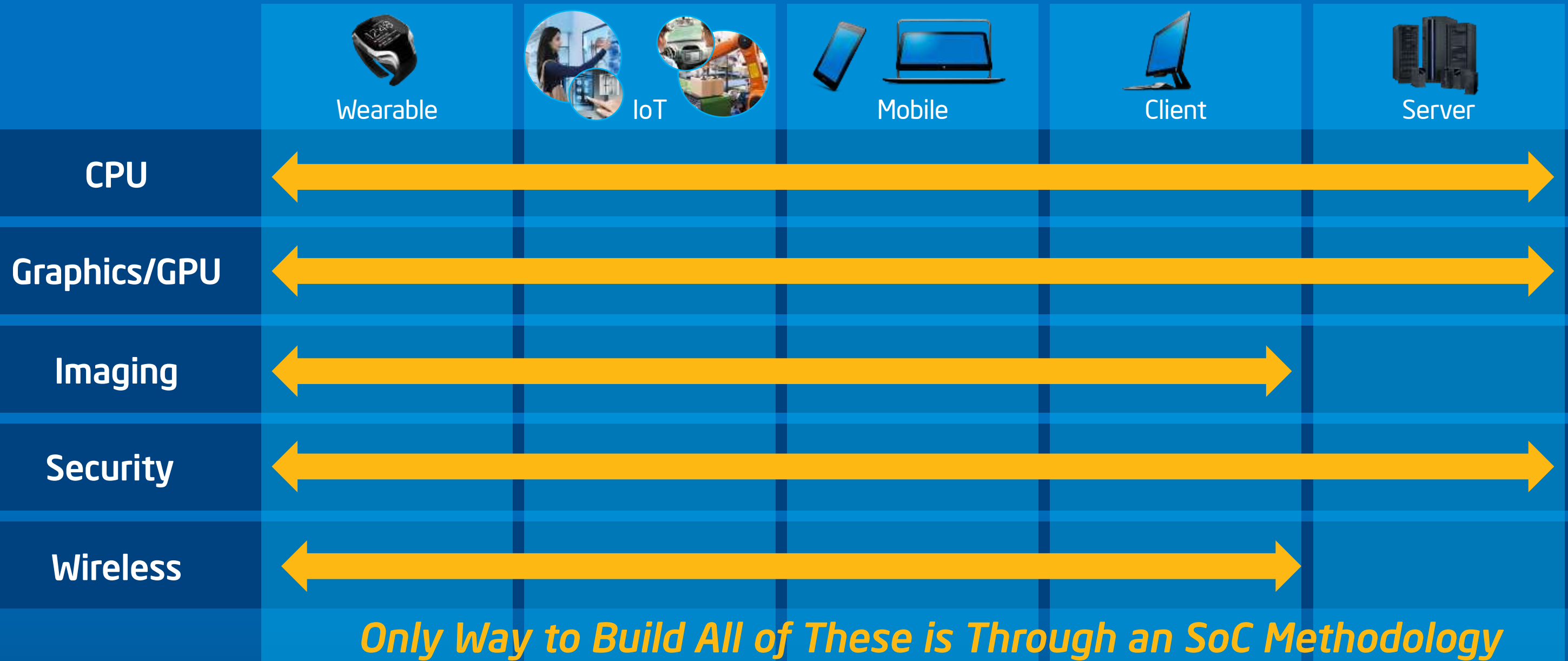


Board/  
Developer Kit





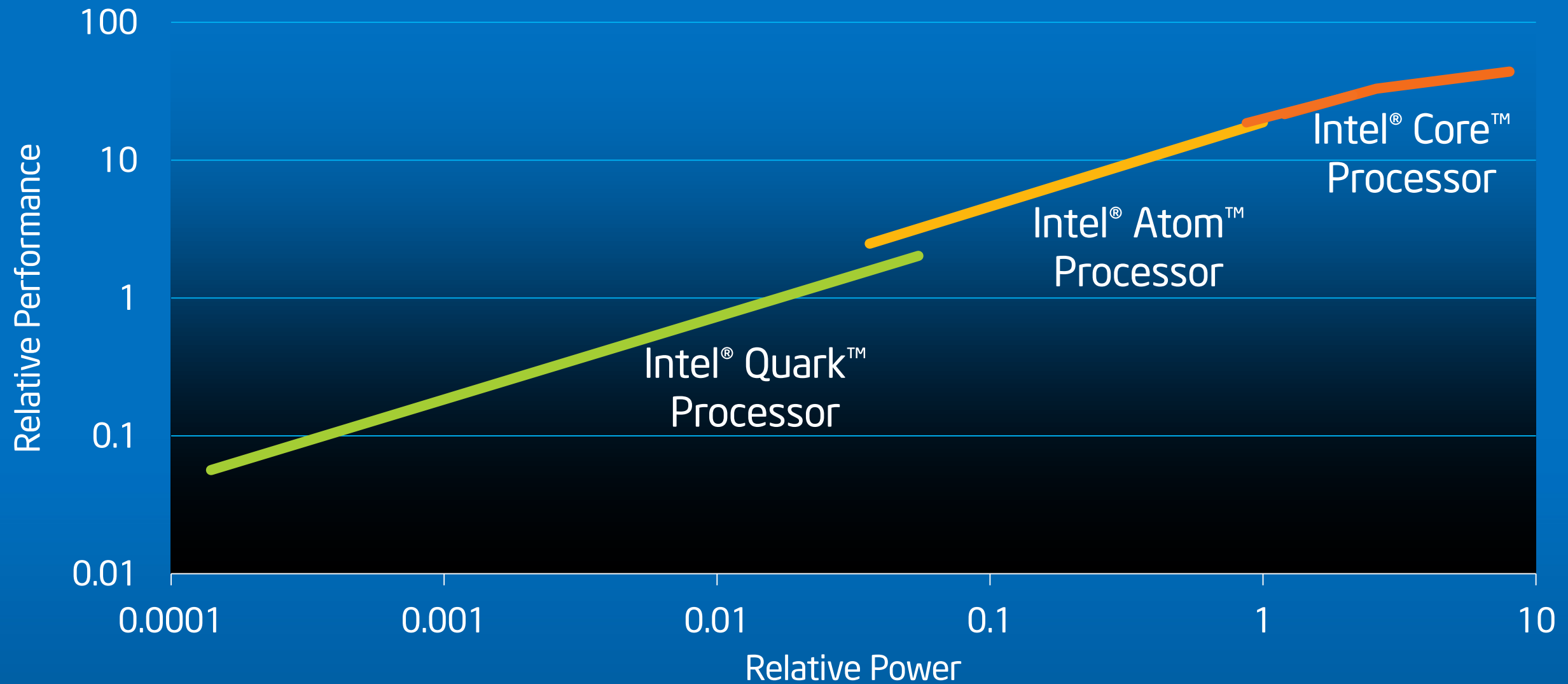
# Span of Products



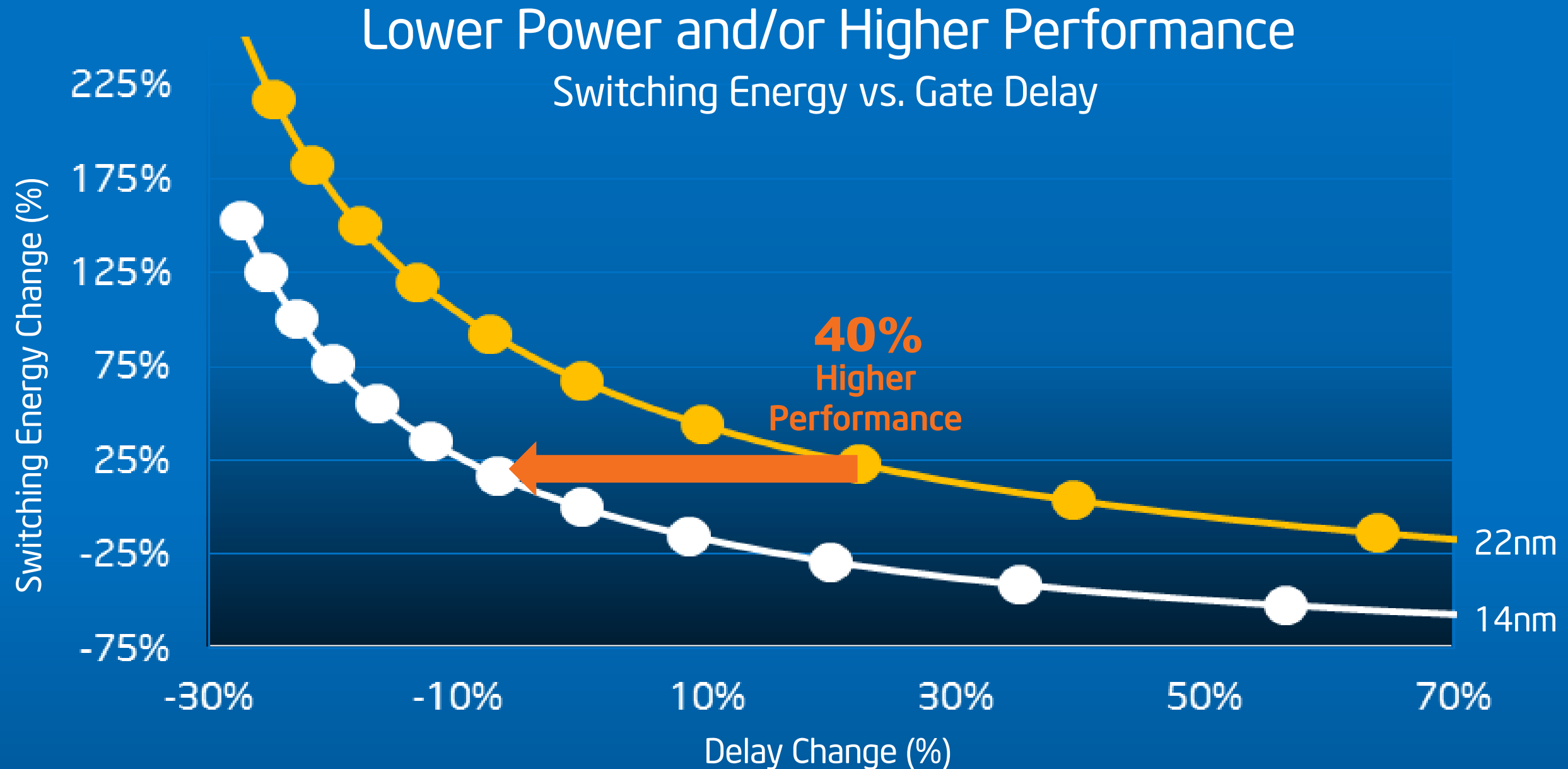
# Platform Engineering Group Organization



# Scalable CPU Performance

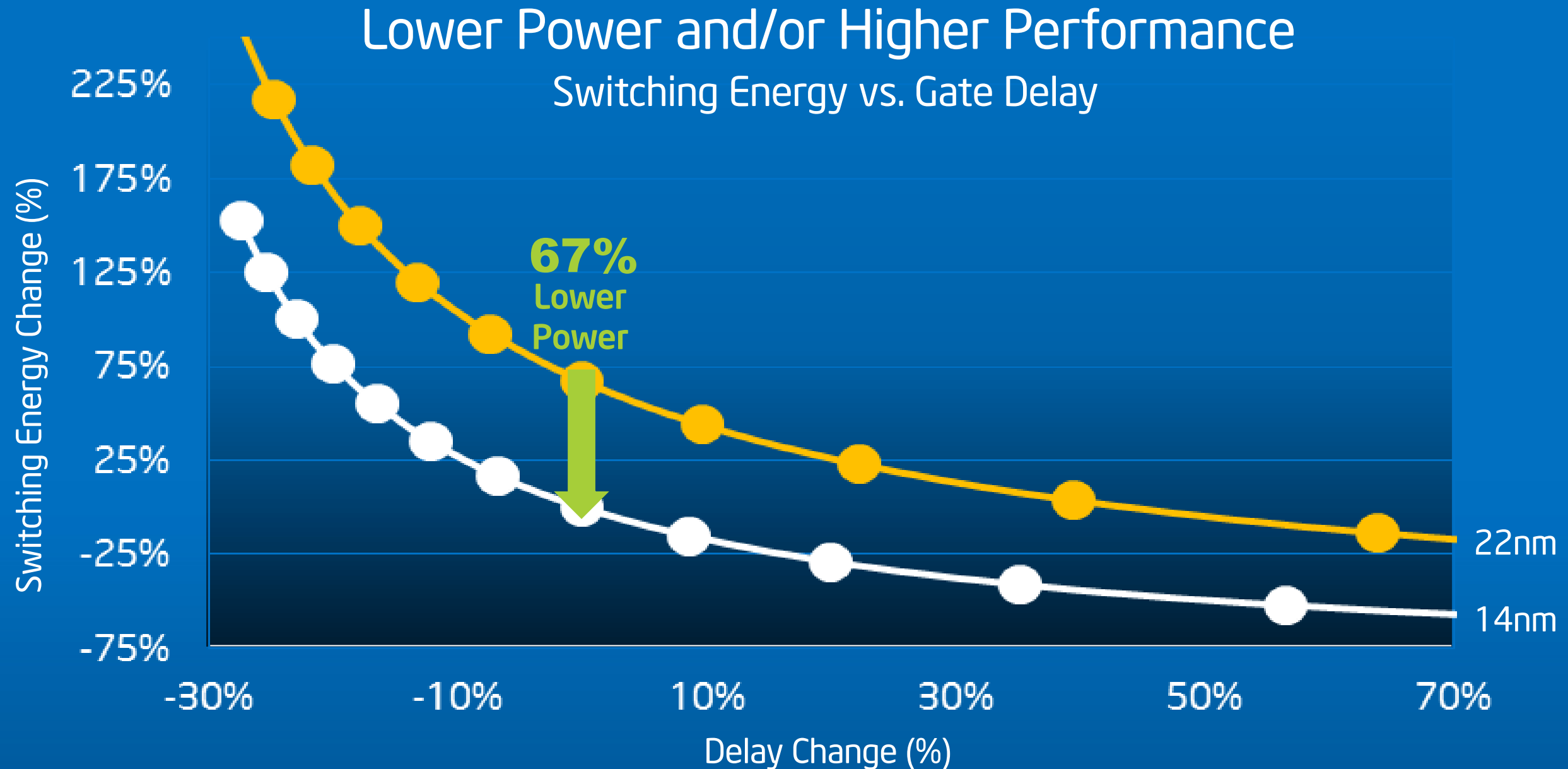


# Leading Silicon Makes Our IP Even Better



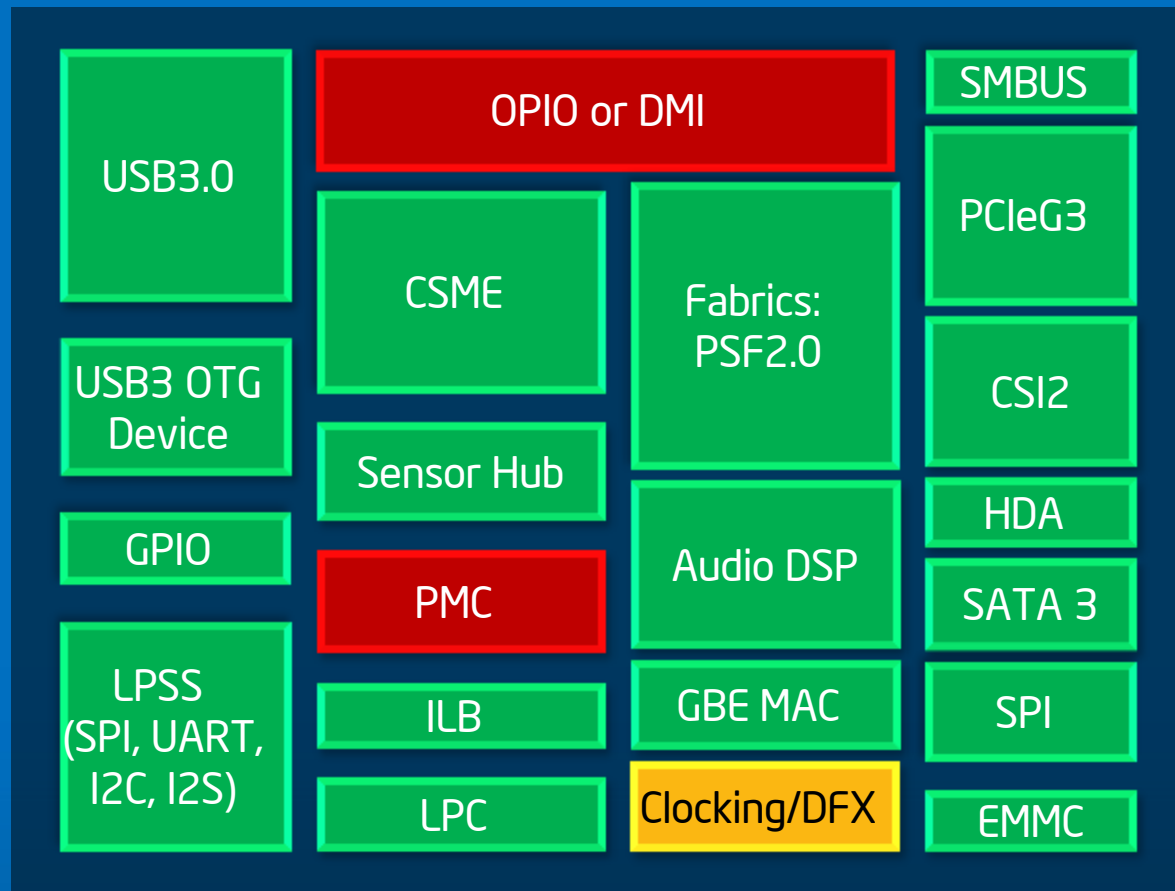


# Leading Silicon Makes Our IP Even Better

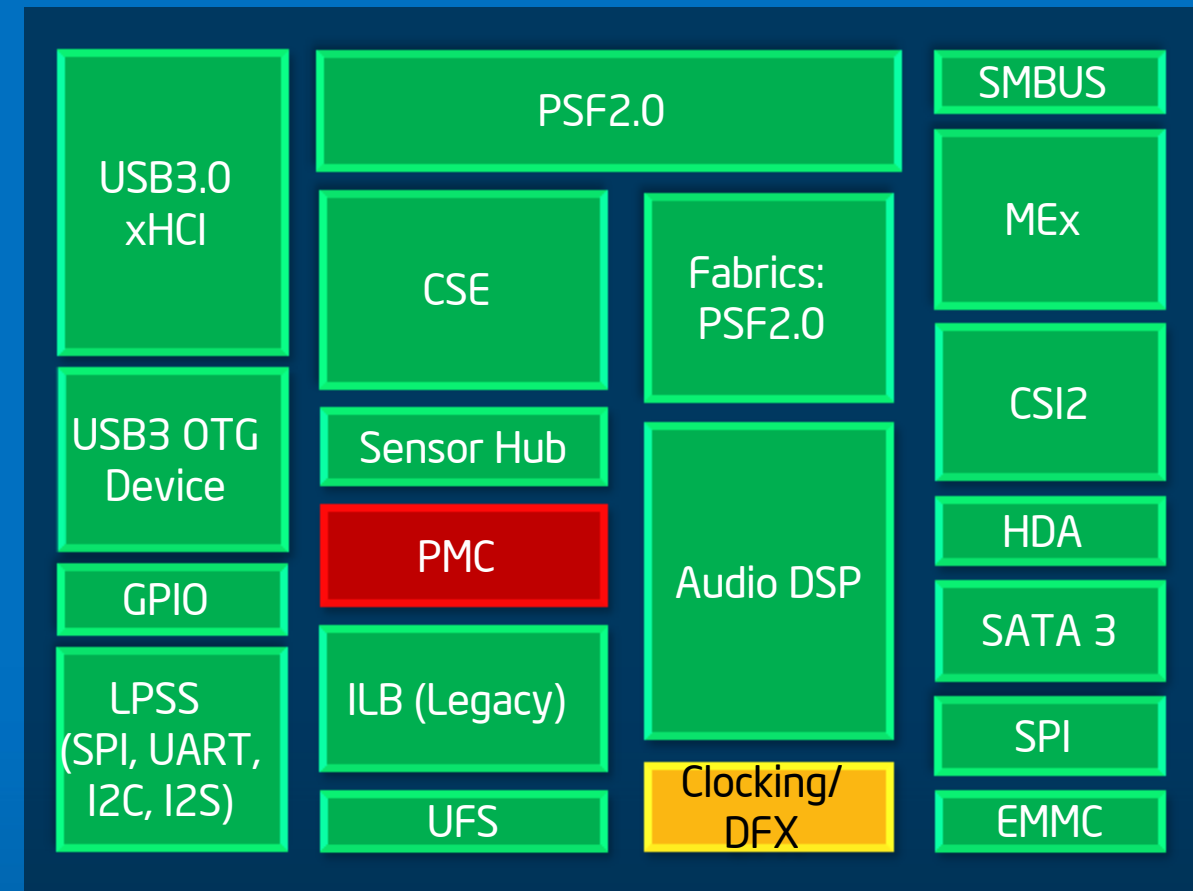


# Shifted to Extensive Re-use of IP Blocks

## 2015 Client PCH



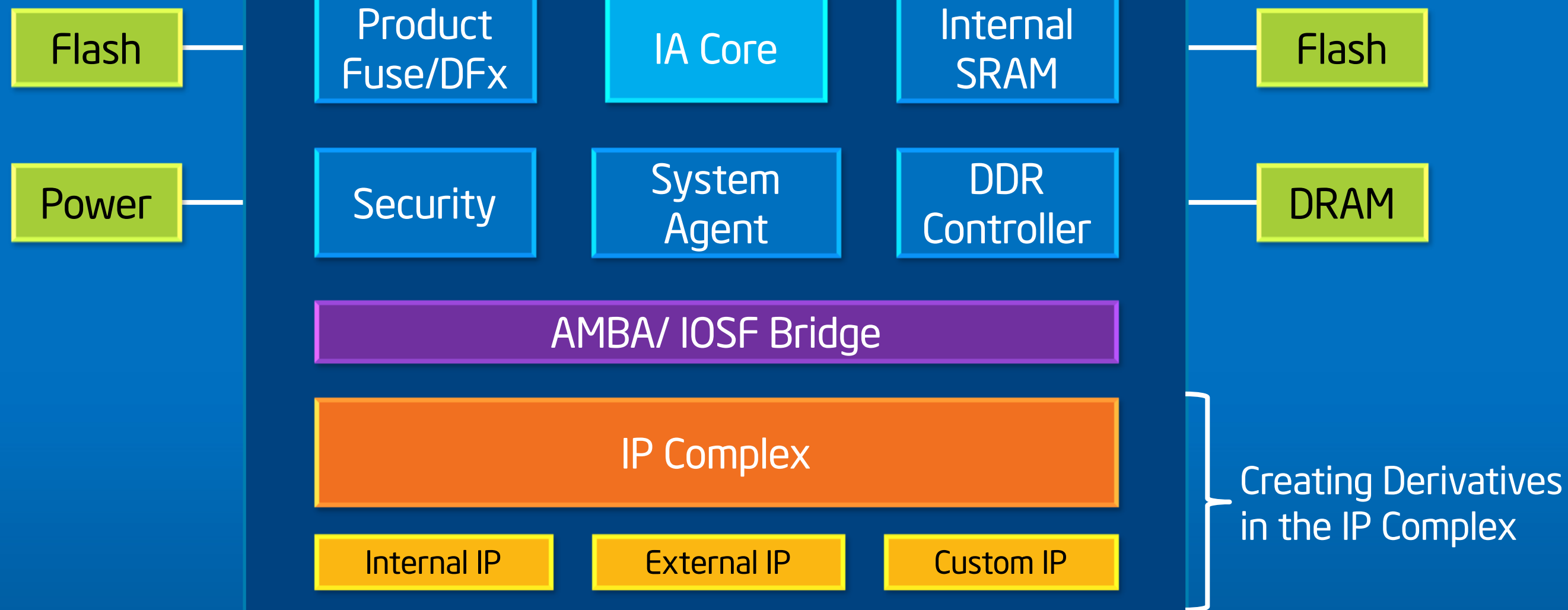
## 2015 Tablet



**Green** = Common Source & Baseline Architecture  
**Red** = Project Specific IP OR Diverged  
**Yellow** = Some Sharing

# Intel® Quark™: A Base for Rapid Innovation

Intel 32nm  
~30-40mm<sup>2</sup>

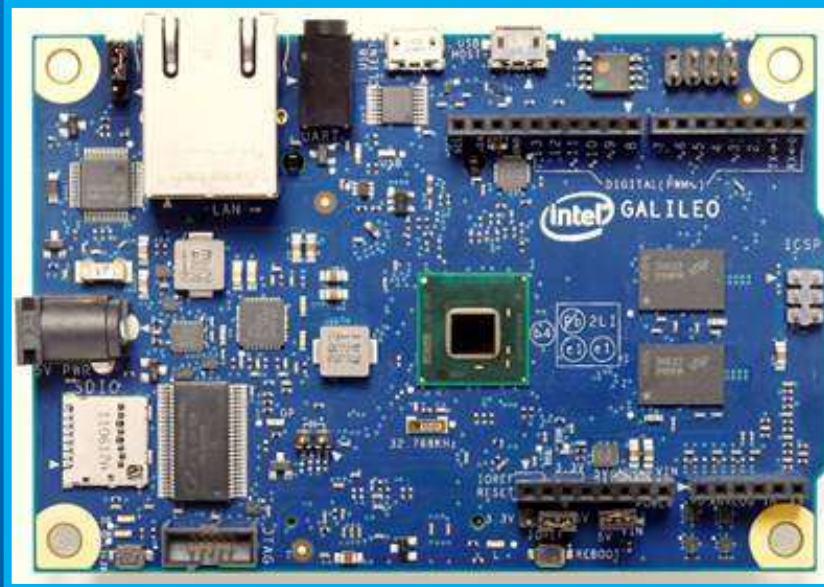


# Adapting Intel® Quark™ to Different Markets

Intel® Quark™ X1000



Maker (Galileo)



Industrial/Energy



Transport





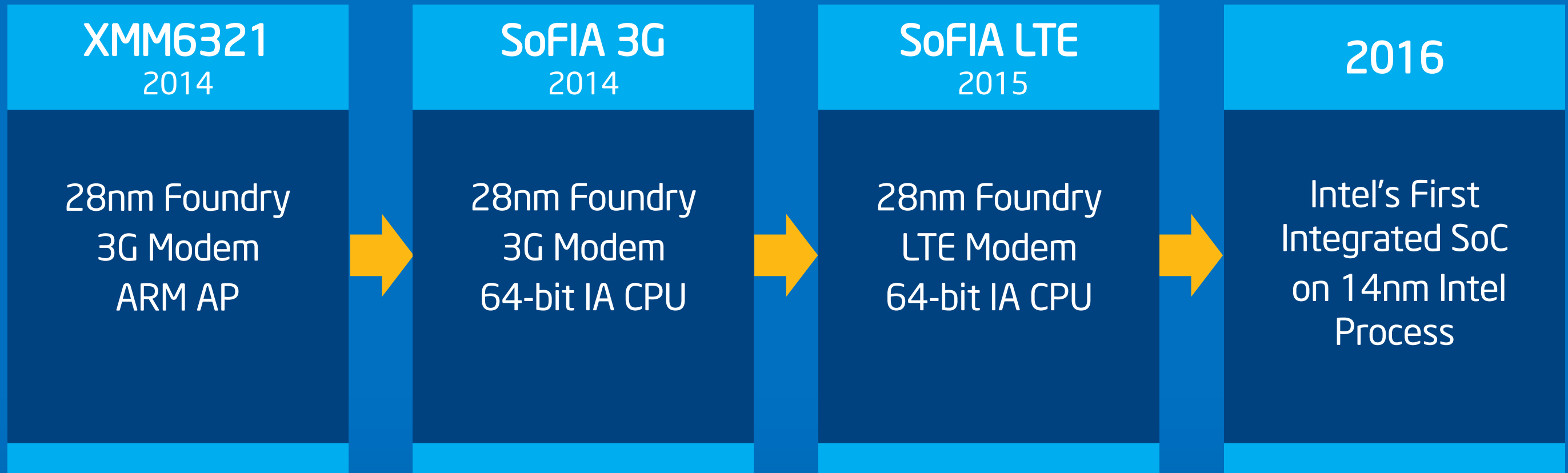
# Rapid Execution and Closing the Gap on LTE

Q1 2013:  
XMM7160 Wins Signals Ahead  
Benchmark



Q1 2014:  
XMM7260 Wins Tom's Hardware Best of MWC

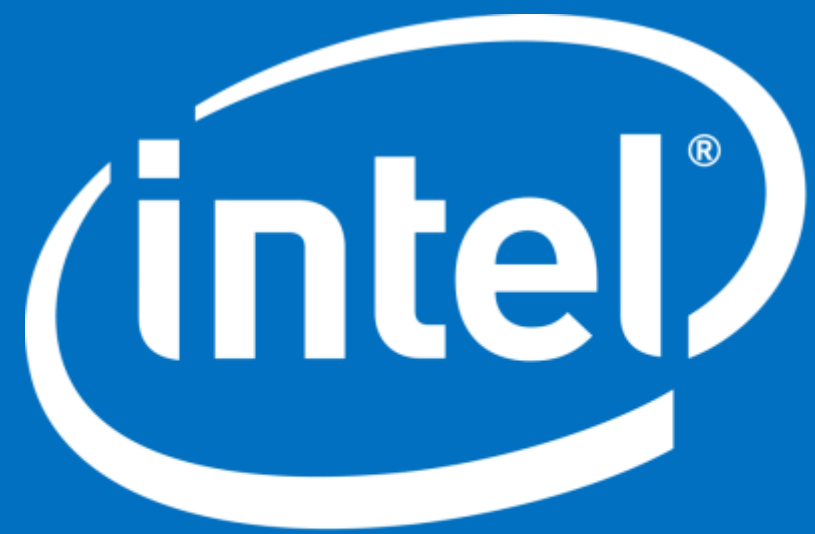
# SoFIA: Pragmatic Integration



*Flexible Use of Intel & 3<sup>rd</sup> Party IP*

# Summary

- We have re-organized engineering to deliver SoCs
  - Outside in approach
  - Velocity to meet market needs
  - Differentiated IPs
  - Scalable capabilities to support multiple markets
- We take a pragmatic approach to getting in markets
- We are an SoC company – Period



Look Inside.™